

The Marine Stewardship Council



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Agenda

- Context and Background
- Certification, concepts and process
- Results after 10 years
- Where are we heading?

MSC created with a mission



“Contribute to reversing the decline in global fish stocks, conservation of marine ecosystems and all that depend on it”.

MSC and the Eco-labelling Concept



- **Concept:** promote sustainable fisheries to generate (extra) benefits for such fisheries in the market place, to motivate less sustainable fisheries to work towards MSC.
- **Mechanism:** To deliver a credible message from the supply side to the demand side.
- **Core:** Partners and eventually consumers.



MSC Principles



1
Healthy stock
condition

2
Ecosystem
effects of
fishing
minimised

3
Legal
framework
and
Management

MSC practice: third party independent certification



First:
what is
promised?



**Standard
setter**

**Coordinates
Global
platform**

**Principles and Criteria for
Sustainable Fishing**

**MSC Chain of Custody
Standards for Traceability**



Second:
how is it
verified?

**Accreditation
body ASI**

accredits

**Certification
body**

**Assesses
and certifies**

**FAM
Assessment methodology**

Fishery

**Processor,
retailer,
restaurant**

Now ~ 20 International certifiers

Certification: Who and What?

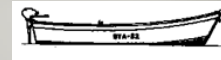
Non Discriminatory, global, Voluntary.

Who → *A client: company, state, municipality, PO(s)...; as long as client has capacity to manage vessel behaviour.*

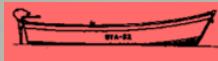
What → *Unit of Certification: 'A combination of species (Cod), fishing gear (Long line), geographical region (Icelandic EEZ), management (Icelandic).'*

UNIT OF CERTIFICATION = WHAT IS ASSESSED

Principle 1 – Stock, entire stock and all effort to which it is exposed



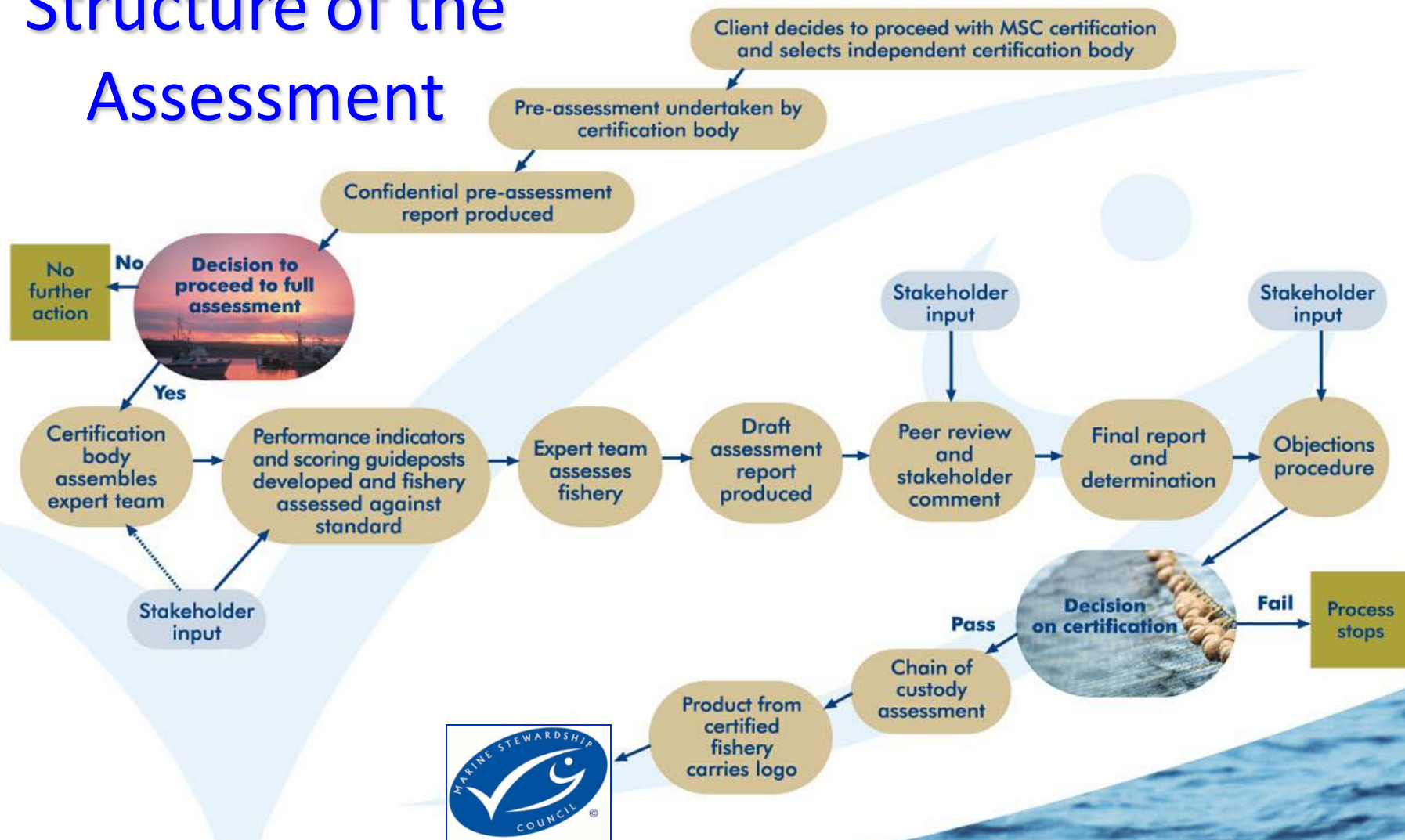
Principle 2 – Impact only assessed for vessels of the client group (one vessel, to entire fleet(s))



Principle 3- Management of the entire fishery

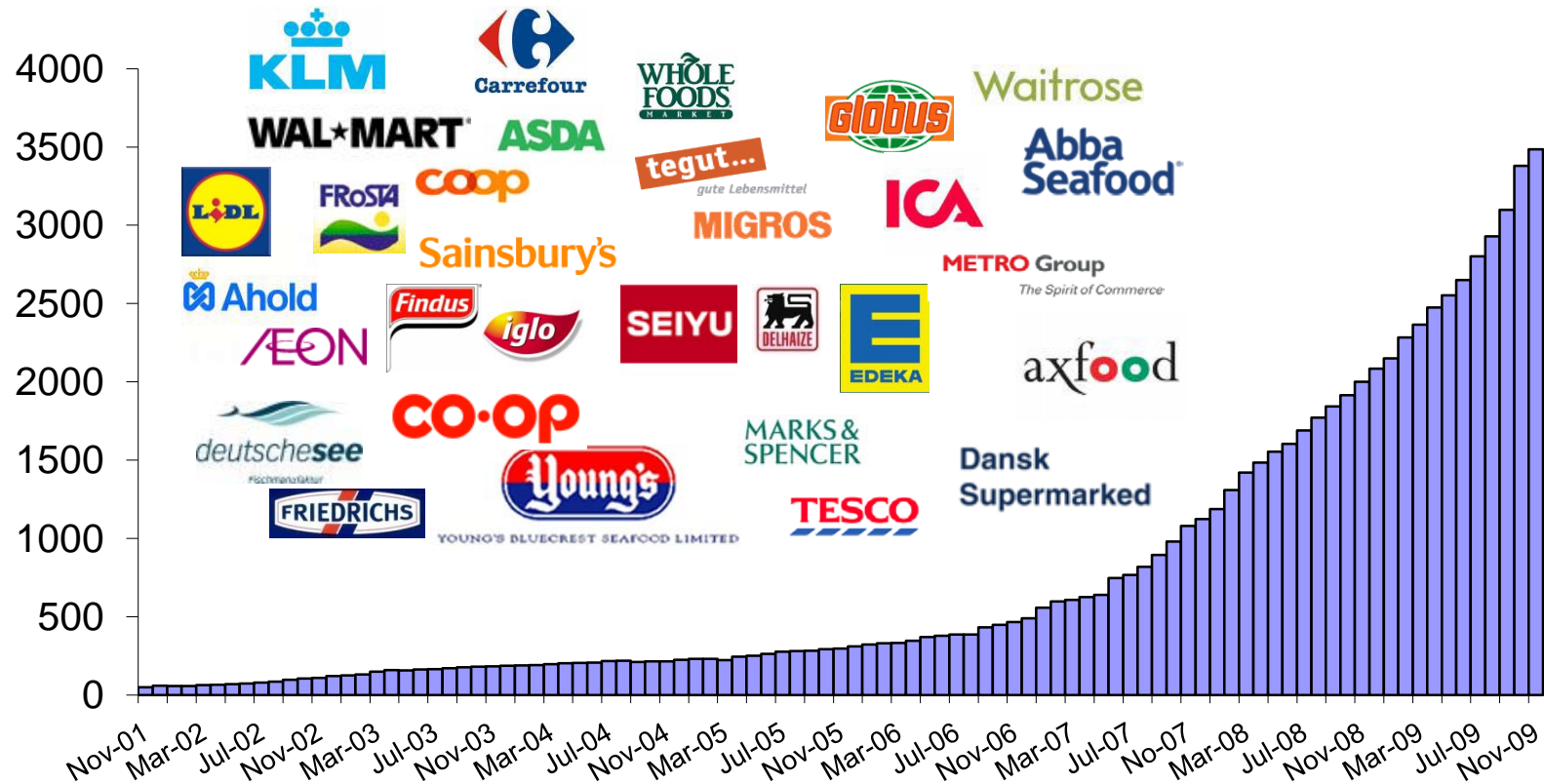


Structure of the Assessment

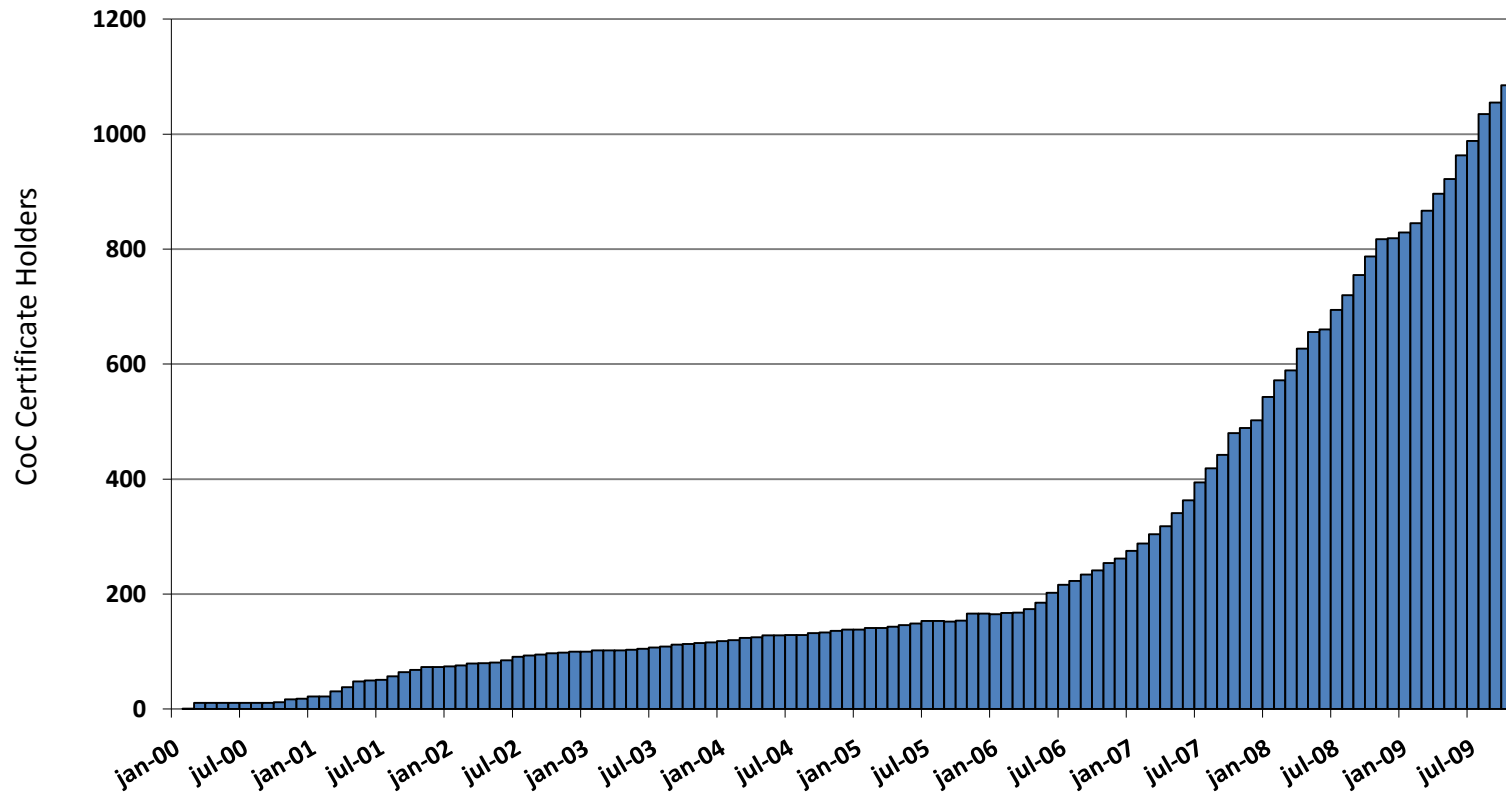


MSC Assessment/Certification Process

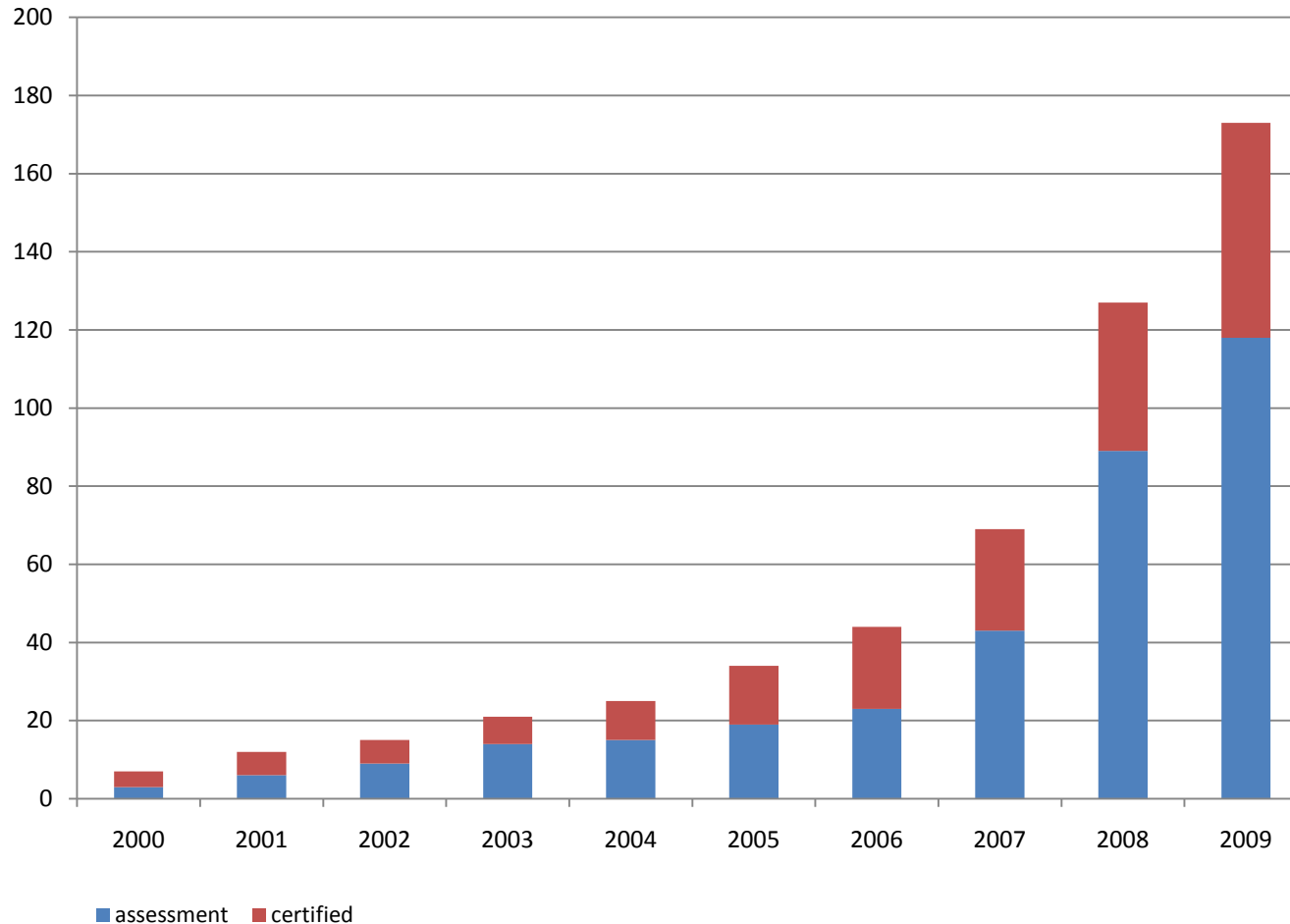
MSC-labelled products as at end 2009



MSC Chain of Custody Certifications over time, end 2009



Fisheries in the MSC program end 2009



MSC certification is making a positive difference



What's next?



- Standards continue to refine and adapt to context.
 - GASSDD
 - Enhanced fisheries
 - Energy use?social?AQ?
- Increasing awareness and increasing B2C drive.
- Benchmarking welcome!





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Thank you!

Questions?